

Message Text

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FM SECSTATE WASHDC

TO GENERAL ELECTRIC

NEW YORK

TELEX ADDRESS: INGECO NEW YORK

UNCLAS STATE 031460

FOLLOWING TELEGRAM RECEIVED FEBRUARY 11
FROM AMERICAN EMBASSY KINSHASA AND SENT ACTION
DEPARTMENT OF STATE

QUOTE:

UNCLAS KINSHASA 1242

DEPT PLEASE PASS TO GENERAL ELECTRIC NEW YORK
(TELEX ADDRESS: INGECO NEW YORK)

E.O. 11652: N/A

TAGS: BEXP CG

SUBJ: FIKIN 1975

REF: GENERAL ELECTRIC TELEX AMEMBASSY KINSHASA

1. OPENING AND CLOSING DATES: 21 JUNE - 6 JULY 1975.

2. SIZES OF STANDS AVAILABLE: THE USG IS RENTING A 1000 SQUARE METER PAVILION. 500 SQUARE METERS WILL BE TAKEN UP BY A PRE-FABRICATED EXHIBIT UNIT. THE UNIT IS BROKEN DOWN INTO CENTRAL RECEPTION AREA PLUS, TYPICALLY, 10 SQUARE METER BOOTHS. PARTICIPANTS, HOWEVER, NOT LIMITED TO THIS AREA AND MAY CHOOSE TO UNCLASSIFIED

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RENT MORE SPACE. THE REMAINING 500 SQUARE METERS WILL BE DIVIDED

BETWEEN A US INFORMATION SERVICE EXHIBIT AND PRIVATE EXHIBITORS
WHO MAY NEED A LESS STRUCTURED EXHIBIT AREA.

3. EXHIBIT SPACE IN THE PREFABRICATED AREA WILL BE \$2,500 UP,
DEPENDING ON THE AMOUNT OF SPACE USED. THIS COST COVERS FABRICATION
AND RENTAL OF STANDS, OVER-ALL MANAGEMENT OF EXHIBIT, NECESSARY
FURNITURE, GUARDS, MAINTENANCE AND ALL UTILITIES EXCEPT PHONE
SERVICE. NO COST FORMULAS WORKED OUT FOR THE UNSTRUCTURED
AREA BUT EXPECTED TO BE LESS THAN IN PREFABRICATED AREA.

4. ANSWER TO THIS QUESTION WILL FOLLOW SHORTLY.

5. THE GOVT OF ZAIRE HAS ALREADY PROMOTED THIS FAIR EXTENSIVELY
AROUND THE WORLD AND FURTHER INTENSIVE PROMOTIONAL EFFORTS ARE
EXPECTED. IN ADDITION, THE USG WILL PROMOTE ITS PAVILION BOTH
IN THE INTERNATIONAL MEDIA AND LOCALLY. ALTHOUGH THE FAIR WILL
DRAW EXHIBITORS AND VISITORS FROM AROUND THE WORLD, THE OVER-
WHELMING MAJORITY OF VISITORS WILL, OF COURSE, COME FROM ZAIRE
AND NEIGHBORING COUNTRIES. IN 1973 SOME 200,000 PEOPLE VISITED
THE US PAVILION AND WE HAVE EVERY REASON TO BELIEVE ATTENDANCE
WILL BE LARGER IN 1975. SO FAR THE FOLLOWING COMPANIES ARE PLANNING
TO EXHIBIT:

GENERAL MOTORS IBM
GULF OIL WESTINGHOUSE
GOOD YEAR WARNER LAMBERT
CATERPILLAR CONTINENTAL GRAIN
PAN AMERICAN AIRLINE

7. THIS FAIR WILL COINCIDE WITH THE 10TH ANNIVERSAYR OF THE GOVT
UNDER MOBUTU AND THEREFORE WILL CONTINUE TO RECEIVE UNPRECEDENTED
ATTENTION FROM THE LOCAL MEDIA. ZAIRE'S LONGER TERM ECONOMIC
POTENTIAL IS FAVORABLE AND EMBASSY WOULD RECOMMEND FAIR AS A
VERY APPROPRIATE VEHICLE FOR EXPLORING THIS MARKET.

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